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American and American-type cheeses are descriptive terms used to identify the group which includes Cheddar (i.e. American Cheddar), Colby, Granular or Stirred curd and-even "Washed or Soaked-curd" cheeses, according to specialists at the U.S. Department of Agriculture

"Monterey" or "Jack" cheese, or "Monterey Jack" is often included in the group considered to be "American-type" cheeses.

Appetitost is a Danish cheese made from sour buttermilk. Some is imported, and a small quantity is made in the United States.

Asin cheese--sometimes called Water cheese--is a sour-milk, washed-curd cheese. It's whitish, soft, buttery, more or less ripened cheese that is made on farms and in small dairies in northern Italy. It's a milk cheese.

Banbury cheese--a soft, rich cheese that is usually cylindrical in shape and about an inch thick--was very popular in England in the early part of the 19th century.

TIMES ARE A-CHANGING ----IN THE MARKETPLACE

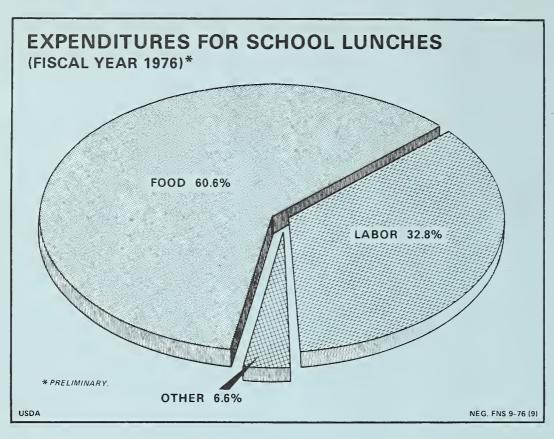
Time was in these United States that you used to buy bread in a bakery and shoes in a shoe store and some foods were best known through the pushcart marketing outlets. Even ice cream manufacturers have seen their outlets change from drug and confectionery stores to supermarkets in the past 20 years, with sharply increased emphasis on price competition at the retail level.

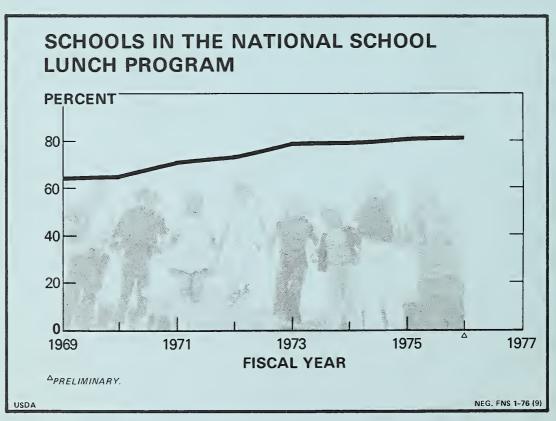
Some industries--ice cream is one--developed their own outlets. Many ice cream stores grew from the franchise operation; new soft-serve ice cream stands developed.

Processors in every line of business are becoming fewer in number and larger in size--and more diversified than formerly. Companies which were well known as dairy or apple firms 15 to 20 years ago are now in so many lines of business it is hard to characterize them. Some producers pack and deliver their own eggs directly to supermarket groups; some cattle feedlots have grown so huge that they slaughter their own cattle, and sell directly to meatpackers without the use of terminal markets or auction facilities. What has happened? The field of agriculture, marketing and lifestyles changed.

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ALMOST ALL YOU NEED TO KNOW

—— ABOUT CONFECTIONERY

Did you know that the confectionery industry is now the ninth largest food manufacturing industry in the United States? But -- in the days of the early Egyptians, candy was made with honey as a sweetener because sugar was unknown. To the honey, the Egyptians added figs, dates, nuts and spices. They often added food coloring just to attract attention to the product and to make it appear more appealing, according to a report by Fred Gray, ERS, U.S. Department of Agriculture.

About the middle of the 14th century, sugar was shipped into Venice. The spread of sugarcane and sugarbeets throughout the world helped the confectionery production expansion. Many of our present day confectionery products trace back to the 16th century. Confectioners were using many nuts and fruits of various jinds, which were then mixed together with sugar and molded into various forms.

Not until the 19th century was refined crystalline sugar produced as we know it today. During the past 200 years, there have been continuing improvements in the machinery and equipment and in the methods used to make confectionery.

Among nonchocolate confectionery, hard candy was the most popular, accounting for almost one-tenth of total U.S. consumption in 1975 according to the U.S. Department of Agriculture figures. Other nonchocolate favorites are caramel, toffee, marshmallow, nougate, creams, fudge, jellies, and licorice. The total manufacturers value of U.S. confectionery production in 1975 was nearly 3 billion -- a new record.

Confectionery is probably produced in some form in every country throughout the world. The principal confectionery producing nations -- the more economically developed -- are in Western Europe and North America. Japan, Australia, and South frica also have sizable confectionery industries.

NATIONAL BIOLOGICAL TREASURES

---- THOSE VALUABLE SEEDS

Not a single major food or fiber plant grown in the United States today originated on the North American continent, according to the USDA's Agricultural Research Service. Is there any wonder that this fact alone makes the importance of increasing our plant introductions and maintaining their genetic purity a recognizable fact in today's priorities?

A plant germplasm collection--more than 92,000 samples--is housed at the National Seed Storage Laboratory at Fort Collins, Colo., under the direction of the ARS. Up to a half million seed samples can be stored in this building which is located on the campus of Colorado State University. These seeds are property of the Federal Government and are available to the U.S. scientists when the Laboratory is the only known source.

All seeds are tested when received and only those capable of growing and developing are placed in storage. Foreign germplasm is first evaluated by teams of multi-discipline scientists.

Only two percent of the clovers introduced into the U.S. during the past 60 to 70 years are available today. Sixty-six percent of the introduced oats have been lost, and approximately 90 percent of the introduced soybeans are gone. It is to prevent such losses in the future that the NSSL was established in 1958.

A number of research projects—all of which ultimately affect the consumer, as well as the farmer—include work on deterioration and genetic changes that take place during storage. Studies are underway on the relationships between seed moisture, content, storage temperature, storage relative humidity, and seed packaging materials.

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